



### **San Antonio Food Bank Cause Related Marketing Guidelines FOR THE ORGANIZER OF THE CAUSE MARETING CAMPAIGN**

- The San Antonio Food Bank (“SAFB”) defines a “Cause Related Marketing Campaign” as a joint funding and promotional strategy in which a company’s sales are linked (and a percentage of the sales revenue is donated) to the SAFB. The SAFB has no fiduciary responsibilities and little or no staff involvement.
- A ‘Cause Related Marketing Campaign Form’ must be submitted for us to determine if the campaign is within the SAFB’s guidelines and feasible within the existing calendar of activities. Please do not take action until you receive approval.
- We do not associate with businesses or individuals known to conduct themselves in a manner incompatible with our mission.
- We will not incur cause related marketing expenses or provide any funds for cause related marketing campaigns.
- The SAFB is known for its fiscal responsibility and efficiency with regards to dollars donated from its supporters. Brand alignment between the cause related marketing campaign organizer and the SAFB is inevitable in a Cause Related Marketing Campaign. In an effort to ensure the cause related marketing campaign aligns with the importance of SAFB’s fiscal responsibility to its supporters, all cause related marketing campaign organizers must provide an upfront estimate of total event expenditures and upon completion of the campaign must provide the SAFB with proof of such expenditures.
- We reserve the right to review campaign financial statements at any time.
- The campaign needs to be promoted and conducted in a manner to avoid the statement or appearance of the SAFB endorsing any product, firm, organization, individual or services.
- The Organizer must inform us in advance about any businesses or individuals to be contacted for solicitation to avoid duplication with our efforts; do not solicit before you receive our permission.
- We reserve the right to decline any underwriting and/or sponsorship when we believe that such an association may have a negative effect on our credibility or the request may have a negative impact on our yearly funding requests.

- The Organizer must state the terms of the donation we can expect (for example, 75% of profits, one-time donation of \$1,000, or all proceeds). This information must be made specific in campaign promotions.
- The Organizer must also provide the date by which we will receive the donation (i.e. no later than 30 days after the campaign).
- We reserve the right to participate in similar promotions and other “Cause Related Marketing Campaigns.”
- A staff member may meet with you and other organizers of the campaign. In general, we prefer to leave the logistics to you, as it is your campaign and SAFB is simply the grateful beneficiary of the proceeds. We cannot guarantee the presence of volunteers or staff at the campaign location(s).
- Depending on the nature of the campaign and number of participants, we may be able to provide educational literature or informational brochures to use during your campaign.
- Any promotion of the campaign which mentions or includes the SAFB name and/or logo must be approved by SAFB staff prior to printing or release.

**Please send any materials with the SAFB name or designated logo your designated SAFB contact.**

- Campaign advertising, promotion and associated materials should state that the proceeds of the campaign will benefit the San Antonio Food Bank but **should not** imply or state that the SAFB is the host. The Sponsor of the campaign should be clearly identified: i.e. The Elks Club, Bob’s Variety, The Smith Family, is hosting X campaign, “with proceeds benefiting the San Antonio Food Bank.”
- Campaign advertising, promotion, press releases and associated materials must be reviewed by the San Antonio Food Bank prior to distribution. Use of the SAFB trademarks, logo and name is limited to the campaign specified and subject to our **prior written approval**. We reserve the right to deny use of our trademarks, logo and/or name.
- You may use your own letterhead when communicating with prospective sponsors and participants. A clearly written statement indicating the nature of how the campaign will support the SAFB must be in all solicitations. Examples include, “Proceeds from this campaign will benefit the San Antonio Food Bank” or “Non-perishable food items will be collected for the San Antonio Food Bank”. Use of the SAFB logo and name is limited to the campaign specified and subject to our **prior written approval**. We reserve the right to deny use of our logo and/or name.
- Collection of fees, entries, payments and all contributions must be made by the Organizer or designated contact. If you collect checks payable to the San Antonio Food Bank, please send the unendorsed checks along with the net proceeds of the campaign.

- Please do not suggest that total campaign donations by participants qualify as charitable, tax deductible contributions. Tax-deductible contributions for quid pro quo transactions is limited to the amount paid over the value of the good or service received. There must be full financial disclosure of expenses and value of goods received between the campaign organizer and SAFB staff to properly determine the amount that is tax deductible to campaign participants.
- The Organizer assumes all risk for the campaign's expenses and liabilities, including obtaining insurance coverage, if necessary.
- SAFB is unable to provide: email or mailing lists; pay for any costs associated with your campaign; send a SAFB-generated e-mail blast or mailing to promote your campaign; and, is unable to ensure participation in your campaign.
- The SAFB is not financially or otherwise liable for the promotion and/or staging of a "Cause Related Marketing Campaign."
- All "Cause Related Marketing Campaigns" should be accessible to people with disabilities.